

## **SELECTION CRITERIA**

### **1) ADVANCEMENT OF AIR POLLUTION TECHNOLOGY**

An extraordinary contribution to the development and application of new technology designed to reduce emissions. Some examples include development of cleaner fuels, improved engine design or an improved technological process. A separate award will be considered for small businesses, defined as those with fewer than 50 employees and less than \$1 million in gross annual revenues.

1. Technology is actually developed and is either being demonstrated or has been used for at least one year.
2. Technology has actually reduced at least one of the six criteria pollutants (ozone, carbon monoxide, nitrogen dioxide, particulate matter, sulfur dioxide, lead) or precursors (i.e. oxides of nitrogen, oxides of sulfur or reactive hydrocarbons), weighted in favor of pollutants that are more pervasive in the South Coast Air Basin.
3. Versatility of technology – Can it be, or is it being, used in more than one industry?
4. Overall environmental responsibility of technology – Does it reduce air pollution at the expense of other media (water, solid waste, etc.)?
5. The pollution prevention aspects of technology.
6. It meets an existing need.
7. It has economic development potential.

### **2) INNOVATIVE TRANSPORTATION PROJECTS**

An outstanding use of a single alternative transportation mode, or of a comprehensive transportation strategy. Projects must have demonstrable air quality benefits. Innovative ridesharing programs are included in this category.

1. Project has been implemented.
2. There have been actual pollutant emissions reductions.
3. This project provides information to others in a more comprehensive, less expensive or more accessible manner.
4. This project can be replicated in other areas, by other companies, groups or individuals.
5. The project has achieved a measurable, significant change in the attitude of a target group which can reasonably be expected to lead to a change of behavior (i.e., discovery of a new rideshare incentive which tests off the charts, development of a marketing message or strategy which gets non-carpoolers to participate in rideshare programs). This could be an educational effort, but not necessarily.

### **3) MODEL COMMUNITY ACHIEVEMENT**

An exceptional single program or comprehensive strategy that promotes good air quality in a community, intended to recognize collaborative/integrated efforts or programs involving the public, business and government. Enhanced public transportation, establishment of recycling centers, improved energy conservation and environmentally sensitive zoning are all examples of eligible programs within this category.

1. Projects must be complete and/or strategy must have been implemented for a minimum of one year.
2. There has been a demonstration of actual pollutant reductions in that community.
3. The project or strategy can be duplicated in other locations by other groups.

### **4) PUBLIC EDUCATION ON AIR QUALITY ISSUES**

An outstanding individual or group effort designed to educate the public on air quality issues. Public speaking, work with a special interest group, media outreach, or other effort that helped the public understand what smog is and what they can do to help clean the air that we breathe.

1. Number of people reached with clean air message.
2. The clean air message is delivered to a target group in a unique way or in a way which provides multiple exposures to the message.
3. Duplicability of strategy, project and result.
4. A change in public perception, attitude or behavior which supports the clean air message.
5. Adaptability of educational components.
6. Innovation or creativity in message presentation or distribution.

### **5) PROMOTION OF GOOD ENVIRONMENTAL STEWARDSHIP**

Individuals of any age, and also groups and organizations of any size, who have shown leadership and commitment in promoting good stewardship of the environment, for themselves and for others. Extraordinary examples of environmental justice, alternative transportation, innovative home or community design, education, or the promotion of new technologies and processes, or other action with positive air quality results would qualify in this category.

A separate award will be considered for youths, under age 18, who are nominated with an emphasis placed on the scope of personal efforts, uniqueness and inspirational value.

1. Duration of personal or organizational efforts.
2. Scope of personal or organizational efforts.
3. Uniqueness.
4. The efforts involve a new group in clean air and/or multi-media pollution reduction/prevention efforts.

5. Number of people impacted by effort.
6. Inspirational value of personal efforts.
7. Replicability of efforts.